

Update on Nutrition Policy Issues Increasing Fruit & Veggie Consumption



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USDA Fruit and Vegetable Advisory Committee - Sept 8, 2008

Fresh Fruit & Vegetable Snack Program

- Funded at \$49 million for 2008-9 school year
- Reaching 1 million students, 1300 schools nation-wide



FFVP Funding Increases Each year

- \$65 m available in July 2009 for 2009-10 school year
- \$101 m available in July 2010 for 2010-11 school year
- \$150 m available in July 2011 for 2011-12 school year = reaching 3 million students everyday



2009 Child Nutrition/WIC Reauthorization

Every 5 years Congress reauthorizes the WIC & Child Nutrition Programs creating an opportunity for policy changes to improve children's eating habits

- School Lunch and School Breakfast
- Summer Food Service Program
- Child and Adult Care Food Program
- Food Distribution Program on Indian Reservations
- School Wellness Policies
- Fresh Fruit and Vegetable Program
- WIC



United Fresh's CNR Priorities

- A National **"Salad Bar in Every School"** Policy. One of the simplest, most direct ways to increase kids produce consumption in school lunch is to offer a salad bar with a selection of fresh fruits and vegetables
- Commend and Urge USDA/AMS to **expand its commodity purchase of fresh and fresh-cut fruits and vegetables** for school meals
- Provide **\$10 million/year for non-food assistance grants** to purchase equipment, refrigeration, salad bars, freezers, so schools can serve meals consistent with the Dietary Guidelines
- Increasing funding to \$100m/year for **DoD Fresh** Program
- **Increase current reimbursement rate** for school meals to reflect rising food, labor and transportation costs and meet current nutrition standards and Dietary Guidelines



National Policy

A Salad Bar in Every School



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2009 CNR – Hot Issues

- Rising Food Costs, federal reimbursement frequently does not cover school's costs of providing school breakfast/lunch
- National Nutrition Standards for Competitive Foods & Beverages Sold in School



Global Update

European Parliament – DG AGRI



- Proposed €90 million/year for a European Union-wide **School Fruit Scheme**.
- Interested in improving access to Fruits and Vegetables among Low Income Pregnant Women and Families